

## ELECTRONIC BILLBOARD FOR PERIPHERAL DEVICES

### ABSTRACT

5 A peripheral device operable to be coupled to a computer communication network  
and deliver electronic content information includes a content delivery device and a  
content delivery module. The content delivery device is operable to deliver electronic  
content information. The content delivery module is coupled to the content delivery  
device and operable to retrieve the electronic content information. The content delivery  
10 module is further operable to determine an appropriate time to deliver the electronic  
content information, and to deliver the electronic content information via the content  
delivery device. A method of delivering electronic content information through a  
peripheral device includes: retrieving electronic content information; determining when a  
content delivery device coupled to the peripheral device is idle; and responsive to  
15 determining that the content delivery device is idle, delivering the electronic content  
information via the content delivery device.